

HIPAA Communications Plan



HIPAA Communications

The Health Insurance Portability and Accountability Act of 1996 was proclaimed to be the first major consumer-driven reform of the health care system in decades.

The three major components of HIPAA are: **Simplification** (streamlining and standardizing the way health information is maintained and transmitted), **Privacy** (the individual's right to control access or disclosure of their personal health information and **Security** (what the organization does to safeguard and protect patient's against the inappropriate access, use, publication, replication or dissemination of personal health information.

HIPAA Communications Plan

Objective

To communicate to all appropriate audiences how the change in HIPAA **EDI** regulations will affect the claims process.

Target Audiences

- Physicians/providers
- Internal staff who communicate with physician/provider offices
- Vendors
- External Business Partners

HIPAA Communications Plan

Communications Strategy

- Position Blue Cross & Blue Shield of Rhode Island as a leader in providing physicians/providers with information which will enable them to become compliant with the new regulation.
- Develop ongoing communications in which we will provide information on HIPAA to physicians/providers.
- Ensure that consistent message is relayed to all required constituencies.
- Provide technical information, as it becomes available on testing schedules, requirements, and desired outcomes.

HIPAA Communications Plan

BCBSRI has taken a leadership role :

as an active member of a statewide HIPAA work group. Under the auspices of the Hospital Association of Rhode Island (HARI), most of the state's hospitals and major payers have joined together to adopt a cooperative approach to HIPAA Transaction and Codeset implementation

In developing a communications plan with the RI Medical Society (RIMS), RI Medical Group Management Assoc (RIMGMA) and all RI insurers to deliver a consistent message on HIPAA to the professional/provider community.

HIPAA Communications Plan

Transaction and Codesets Regulations

- Sponsored CME seminars for the RI provider community to raise awareness on HIPAA
- Crafted a direct mail piece with RIMS, RIMGMA and RI insurers on HIPAA.
- Developed articles for BCBSRI monthly newsletters
- Participated in CMS seminars for RI providers
- Direct mail piece on Model Compliance Plan

HIPAA Communications Plan

- Series of educational seminars beginning in late September through early November **on:**
 - Privacy (**compliance needed by April 14, 2003**)
 - Transactions/Code Sets (**compliance by October 16, 2003 IF extension filed by October 15, 2002**)
- Monthly communication on HIPAA through our Provider Newsletters.
- Direct mail piece to vendors and other business partners focusing on BCBSRI's timeframes for X-12

HIPAA Communications

- HIPAA Hotline
 - (401)-459-1970
- HIPAA Email
 - hipaa.edi.support@bcbsri.org

Privacy

*“We are proposing to make the use and exchange of protected health information relatively easy for health care purposes, and more difficult for purposes other than health care.”**

**Standards for Privacy of Individually Identifiable Health Information*

Privacy standards apply to electronic, paper and oral health information.

Privacy

Privacy Standards based on five **PRINCIPLES**:

- **Boundaries** – information must be used for health purposes only
- **Security** - protection against deliberate or inadvertent misuse or disclosure
- **Consumer Control** – Inform patients how their health information is used, give patients access to their records to get a copy, correct errors, and find out who else has seen them

Privacy

- **Accountability** - misuse of personal health information punished
- **Public Responsibility** – identification of limited arenas in which our public responsibilities warrant authorization to release medical information.

Privacy

- ✓ Assign HIPAA compliance responsibility (Designate a Privacy Officer)
- ✓ Assess potential risks and weaknesses in managing the use, disclosure, maintenance and storage of an individual's health information
- ✓ Review/revise and document policies, procedures, and develop process for keeping current
- ✓ Inform patients of the organizations' privacy practices and patients' rights
- ✓ Train employees